

.fenixlegal

INTERNATIONAL PATENT AND LAW FIRM

SWEDEN • SCANDINAVIA • EUROPE

European Patents
EU Trade Marks
Community Designs
Copyright & Marketing Law
IP Due Diligence & Business Law
Domain Name Disputes & Internet Law
Mediation
Social Network Law
Artificial Intelligence

FINANCE MONTHLY
LEGAL AWARDS
2 0 2 1



Östermalmstorg 1 • 11442 Stockholm • Sweden
info@fenixlegal.eu • www.fenixlegal.eu

Women in IP Leadership

Celebrating achievements and continuing
the empowerment of women



Sponsored by

.fenixlegal
INTERNATIONAL PATENT AND LAW FIRM

We give special thanks to Fenix Legal KB for their dedication and support
in continuing the empowerment of women in IP by facilitating this opportunity.

This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.

This segment is sponsored by Fenix Legal KB, who, like *The Trademark Lawyer*, are passionate to continue the empowerment of women. Fenix Legal KB sponsorship enables us to remove the boundaries and offer this opportunity to all women in the sector. We give special thanks to Fenix Legal KB for supporting this project and creating the opportunity for women to share their experiences, allowing us to learn from each other, to take inspiration, and for continuing the liberation of women in IP.



Sponsored by

.fenixlegal
INTERNATIONAL PATENT AND LAW FIRM

“

IP for IP = Intellectual property for an international planet.

Intellectual property development and protection is the necessary base for creating innovative solutions in our daily life. It is well-known during the history that innovative minds are equally presented independent of gender, nationality or age. As WIPO phrase it: “Human innovation and creativity are the engines of progress”.

In this respect, we all need to educate politicians and legislators of the importance of a gender-equal working environment and legislation that gives all talents the equal possibilities to use their creative minds to solve problems and create new opportunities for today and for the next generation.

”

Maria Zamkova, CEO of Fenix Legal KB

If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.

Klaudia Błach-Morysińska: Attorney at Law and Trademark and Patent Attorney, Zaborski, Morysiński Adwokacka Spółka Partnerska

An interview: inspirations, experiences, and ideas for equality.

“

I discovered that if you decide to follow your dreams, you must be determined and ready for a number of obstacles.

”

Klaudia specializes in intellectual and industrial property law, copyright, advertisement law, and regulations dealing with unfair competition practices. She provides expert-level legal assistance in courtroom litigations and in administrative disputes involving IP.

Klaudia has a vast expertise in courtroom litigations before the Polish courts and authorities and in international authorities. She represents Polish and international organizations in courtroom litigations, in the proceedings before the Polish Patent Office, WIPO, EUIPO, and before the administrative courts. She has consulted and represented global corporations in the food and industrial sectors.



“Combining family and work is not easy, especially for IP lawyers who attend several conferences during the year.”

What inspired your career?

I believe that inspiration to do anything starts at home. I grew up in a family where both parents were active at their work, liked what they did, and supported each other. They were very supportive of my brother and me. Gender and equality have never been an issue in my family. I was always told that I could be and do whatever I wanted, so there was no limit in projecting my future. I've always been surrounded by art and artists. A lot of my friends are photographers, musicians, or multi-art artists. I have been fascinated with theatre. I attended theatre classes in high school. I was a part of the theatre group during my studies, so my studies were a time of acting and theatre festivals. On the other hand, I am a down-to-earth person who likes stability. Intellectual property law allows joining the artistic soul and the law.

How have you found the pathway to your current position? And can you offer advice from your experience?

In Poland, you have to do a separate traineeship to become an attorney at law and a traineeship to become a trademark and patent attorney. I decided to do both traineeships at the same time. Traineeships take three and a half years for each specialty. I was focused on IP law, but I also practiced general law. That gives me the ability to analyze the case from a broad spectrum. Even if you are interested in just one field of law, it is good to know law generally. It gives a wider range of analysis and allows to avoid pitfalls.

I started my work in Polish law firms, moved to an international law firm, and over 10 years ago, started my practice. I was the only trademark and patent attorney in the law firms I worked in. With talented colleagues, we worked on many interesting and complicated cases. Starting your own business is not easy. You have to organize everything on your own, deal without the marketing team's support or copy room. You have to manage everything on your own. But if you have a plan, good organization skills, and know what you want to achieve, and you work hard, you will succeed. I discovered that if you decide to follow your dreams, you must be determined and ready for a number of obstacles. It is hard work with no shortcuts. Nevertheless, there will always be kind people who will support you and give you the strength to reach your aim.

What challenges have you faced? And how have you overcome them?

The first challenge was connected with my appearance and friendly attitude, even to the litigation opponents. The opponents did not

treat me seriously. The moment they changed their mind was when they saw me in action in the courtroom or during negotiations. I learned to ignore their negligence. The challenge turns into an effective weapon. What matters is what I do and what I say, and the effectiveness in running the cases.

The other challenge, probably the greatest, is a work-life balance, especially being a mother and professional lawyer. Combining family and work is not easy, especially for IP lawyers who attend several conferences during the year. It means that I have to organize a home and school life and the work during my absence. It requires excellent organization skills and support from family and colleagues from work. But the most important was the change in my attitude. I had to modernize my approach and learn to delegate the tasks. I am still learning, but I found a good balance. I like my work, and I am happy with it.

What would you consider to be your greatest achievement in your career so far?

I am happy in the place I am with my career, and this is a great achievement. I work in the IP field, the most interesting and creative part of the law. I have good clients who trust me with interesting cases. My clients and my peers appreciate my work which is reflected in recognition in rankings where I am placed among the most prominent law firms and notable colleagues. I am active in the IP community in Poland, where currently I run my second term as Disciplinary Proceedings Representative of the Polish Chamber of Patent Attorneys. I am involved in international IP associations where I am an active member of ECTA (Supervisory Board member, Chair of Law Committee, member of EUIPO-link Committee) and AIPPI (Board Member of AIPPI Poland and co-Chair of Design Committee). I met a lot of wonderful IP friends and colleagues. I achieved it without the support that big law firms give. I proved that it is possible to succeed and be active even when working in your firm. I want to continue and develop all of these achievements.

What are your future career aspirations? And how will you work to achieve them?

I want to continue my work as an IP lawyer. I want to contribute to the IP community and spread IP knowledge. Currently, I give lectures on post-graduate studies and Polish patent attorney training. I publish a lot in the IP field. I plan to continue my educational work. I want to be involved in IP associations' works. Additionally, I'd like to focus more on diversity and inclusion. It is important to talk on this subject and work on raising awareness. We supported the winner of the 2021 Grand Prize of the Polish Film Festival Golden Lions (most important Polish film award),

film production "Fears." This was a sensitive project regarding a well-known Polish contemporary artist and LGBTQ activist. This movie refers to the actual problems we face when discussing diversity and inclusion. It was an important voice in the inclusion discussion. I want to engage in projects increasing awareness and attention in these subjects.

What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

I would like to see more women play an active role in the IP industry. It is essential to create and promote mentoring and coaching programs for young girls and women. Everyone interested in leadership/manager programs should have access to them, and the criteria that matter shall not be based on gender. IP associations shall organize meetings, webinars, and panels about equality and diversity to discuss this vital subject and actively voice and impact the IP community. This year our law firm is engaged in AIPLA Women in IP Law 2022 Global Networking Event. We plan to organize the webinar, not only for women, on developing soft skills that are so needed in business.

How do you think the empowerment of women can be continued and expanded in the IP sector?

First of all, women must believe in themselves. They have to know their value and believe in the power they have. This process shall start at home and continue for the whole educational process and at work. As a mother of two girls, together with my husband, we support our daughters, helping them build their self-esteem and showing that gender shall not stop them from their dreams. Law firms and companies shall have programs supporting and promoting women. We should use IP associations to create IP women support networking. A good example is Women in AIPPI or AIPLA's Women in IP Law Committee. These groups aim to inspire and empower women in IP to reach their potential. It is an excellent place to share experiences and discuss IP women's issues. Women must support and empower other women.

Sponsored by

fenixlegal
INTERNATIONAL PATENT AND LAW FIRM

“

As a mother of two girls, together with my husband, we support our daughters, helping them build their self-esteem and showing that gender shall not stop them from their dreams.

”



Elena Zuykova: Trademark Attorney & Senior Partner, Zuykov and partners

An interview: inspirations, experiences, and ideas for equality.

Elena Zuykova is a trademark attorney and a senior partner at Zuykov and partners. Elena has worked with Zuykov and partners since 2004 specializing in the field of development of trademarks and logos. Elena graduated from the Moscow State Legal Academy and obtained the status of patent attorney of the Russian Federation. In 2010 Elena became a founder of the non-commercial partnership "Guild of patent attorneys and patent experts" which includes more than 50 patent attorneys of the Russian Federation. Elena speaks fluent French and is a current member of INTA, AIPLA, AUTM, ECTA, ITMA, MARQUES, PTMG, and ABA.

What inspired your career?

I have always been very interested in patents. My dad was a doctor and back in 1969, he invented the Intra-Aortic Balloon Pump for Circulation Assistance. To this day, I keep the Soviet-style AUTHOR'S CERTIFICATE document. Indeed, in those years, such enthusiasts worked for the good of the Motherland and did not think about monetary rewards or fame. This is what prompted me to think that we should expand our scope and provide services in the field of patents by helping people like my father register patents and protect the interests of applicants by representing them in courts or other instances.

Often, inventors are very vulnerable people with little knowledge of the legislation and the consequences of their non-compliance. We have created an excellent patent department, employing technical specialists, chemists, biologists, and IT specialists.

How have you found the pathway to your current position? And can you offer advice from your experience?

I never imagined becoming a specialist in the

field of intellectual property. My childhood dream was to become a notary. It seemed to me that of all the legal fields, this direction was the most worthy and refined. But after graduation and Russia's transition to a market economy in the 1990s, life took a different turn. Sometimes the profession chooses us.

For a long time in the USSR, the regulation of intellectual property was based on the idea of public property, and all creative, scientific, and cultural achievements were used in the interest of the state and society. Of course, there were various adjustments in the form of laws, by-laws, and regulations, but it did not change the principle. Only with the collapse of the USSR in 1991 and the transition to a market economy did it become possible to reform the entire legal system, including the legislation in the field of intellectual property. Russian Federation's fundamental laws on intellectual property were adopted in 1992-93, and still remain the basis of modern regulation of intellectual property in Russia. Later they were adapted to fit international standards. In 2008, final changes were made, and our country acceded to the WIPO Copyright Treaty and the WIPO Phonogram Performance Treaty. With the accession to the WTO, Russia assumed obligations to comply with the provisions of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

Institutional changes in the country coincided with changes in my personal life. I met my future husband, who was already involved in the registration of trademarks for clients in the electrical appliances market. He was quite famous in IP circles, and besides a lifetime together, he offered me a new profession, which I have since been mastering for the past 27 years.

“We always support our clients in an effort to minimize costs and go to the development of ways to solve the issues of reducing costs, but, of course, so that the common cause does not suffer.”

What challenges have you faced? And how have you overcome them?

Not everything was so easy and fast. I had to retrain, learn new laws. I passed a special attestation in the National Office and received the status of a Patent Attorney. But the most difficult part was building a new business on the ruins of the old world and more so, competing in this market with venerable professionals who transitioned into the field from the former USSR. I was a girl fresh out of university just getting acquainted with the world of intellectual property who found herself surrounded by professionals from the Chamber of Commerce and Industry of the Russian Federation. But that made it even more interesting and exciting. Together with my husband, we created a company that provided services in the field of intellectual property. We provided trademark registration services, as well as conducted legal affairs of our clients in the field of IP.

The first few years were very difficult. I was simultaneously a secretary, an accountant, an accounts manager, an expert, as well as a wife and a young mother. As the years passed, we gradually expanded from three people to 15, then to 20, then to 30, and now we are almost at 40 employees. As of 2004, we've existed under our current name Zuykov and Partners and were one of the leading specialists in a market with very few competitors, who were, however, quite strong and well-trained. We were forced to think about expanding the scope of our services.

What would you consider your greatest achievement in your career so far?

We are also expanding and strengthening our positions in the registration of trademarks. Our firm is a member of many international organizations, which gives us the opportunity to attend conferences, meet with colleagues from many countries around the world, allowing us to establish contacts with patent attorneys and conduct interesting joint projects. Informal contact with professionals in different fields is a pleasant part of our work.

And the icing on the cake is, of course, the New Eurasian System for the Legal Protection of Industrial Designs, which was launched on June 1, 2021. We knew we had to offer the full advantage of this great opportunity to our clients. The Eurasian Registration System is meant to become a convenient mechanism able to cover several states with one submission for applicants interested in the post-Soviet market.

Today, the legal protection of industrial designs under the Eurasian Registration System is carried out on the territory of Russia, Kazakhstan, Azerbaijan, Kyrgyzstan, and Armenia.



Elena Zuykova

“
More and more people wish to avoid the courts and rather achieve a peaceful and more gentle way of resolving disputes. I attribute this to the fact that women are more sensitive, empathic, able to calm the parties, make decisions in a balanced and far-sighted way.”

Sponsored by

fenixlegal
INTERNATIONAL PATENT AND LAW FIRM

An application for a Eurasian Design provides the petitioner with the following main advantages:

- The Eurasian Design will be protected in five states at once, in contrast to national registration systems which apply one application per country;
- A Eurasian application may contain as many as one hundred designs belonging to one class of the International Classification for Industrial Designs (ICIE).
- The processing time of the application by the Russian IP Office is eight to 10 months from the date of a positive decision of the formal examination. A Eurasian application may be considered within four to six months if there are no objections to the declared advertising sample.

If you need to protect a design in several countries at once, it is cheaper to apply for a Eurasian Design. The fee is not high at all. Given these advantages, it has become easier and faster to obtain industrial design protection under the Eurasian system.

We always support our clients in an effort to minimize costs and go to the development of ways to solve the issues of reducing costs, but, of course, so that the common cause does not suffer.

What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

Recently, the trend of the emergence of women in the field of intellectual property in the Russian Federation has made it very interesting for the development of another area in the field of IP, mediation. More and more people wish to avoid the courts and rather achieve a peaceful and more gentle way of resolving disputes. I attribute this to the fact that women are more sensitive, empathic, able to calm the parties, make decisions in a balanced and far-sighted way. We would like to develop this direction in our company by creating our own group of mediators who could provide services throughout Russia for out-of-court resolution of issues that arise between copyright holders without resorting to the courts.

How do you think the empowerment of women can be continued and expanded in the IP sector?

Women are beginning to take over as heads of patent firms in our country. This is a good sign that equitable intentions are in good hands. While men remain the ruling contenders for senior positions in the patent office of the Russian Federation, everything in this world is changing and I believe it's only a matter of time before an even distribution of the sexes naturally defeats outdated mental prejudices!